

Message Text

LIMITED OFFICIAL USE

PAGE 01 MOSCOW 11629 231354Z

73

ACTION EUR-12

INFO OCT-01 EA-07 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00

PA-01 PRS-01 SP-02 SAJ-01 CU-02 /034 W

----- 122123

R 230735Z JUL 76

FM AMEMBASSY MOSCOW

TO WASHDC 8803

INFO SECSTATE WASHDC 6717

AMEMBASSY MANILA

AMCONSUL LENINGRAD

LIMITED OFFICIAL USE MOSCOW 11629

FOR IPS, IEU; STATE FOR EUR/SOV; MANILA FOR RSC:
P&C/LENINGRAD

E.O. 11652: N/A

TAGS: APUB UR

SUBJECT: SOYUZPECHAT DIRECTOR DISCUSSES AMERIKA

REF: MOSCOW 5402

1. AI EDITOR-IN-CHIEF POTEETE ACCOMPANIED ET PRESS ATTACHE PAID FAREWELL CALL JULY 20 ON SOYUZPECHAT DIRECTOR BARASHENKO AND HIS ASSISTANT RESPONSIBLE FOR AI PROKUDINA.
2. BARASHENKO ASKED POTEETE ABOUT HIS TRIPS TO BAKU, KIEV AND LENINGRAD. AI EDITOR REPLIED HE HAD MET WITH SOYUZPECHAT REPS IN KIEV AND LENINGRAD BUT HAD NOT BEEN SUCCESSFUL IN BAKU.
3. POTEETE SAID HE SURPRISED TO LEARN THAT HALF OF 4000 COPIES OF AI DISTRIBUTED IN LENINGRAD AREA WENT TO SUBSCRIBERS.

PROKUDINA REPLIED THAT IN THE COUNTRY AS A WHOLE ABOUT 15,000 (25 PERCENT) COPIES OF AI GO TO SUBSCRIBERS

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 MOSCOW 11629 231354Z

WHILE REMAINING 45,000 ARE SOLD ON

NEWSSTANDS. BY CONTRAST, 80 PERCENT OF SOVIET MAGAZINES ARE SOLD BY SUBSCRIPTION. BARASHENKO SAID PERCENTAGE VARIES BY PUBLICATION AND REGION, E.G. IN RURAL AREAS A HIGHER PERCENTAGE IS SOLD BY SUBSCRIPTION. KIOSK DISTRIBUTORS ARE FIRST ASKED HOW MANY OF EACH PUBLICATION THEY NEED AND REMAINING COPIES PRINTED ARE AVAILABLE TO SUBSCRIBERS. BARASHENKO NOTED THAT DEMAND FOR SOME PUBLICATIONS EXCEEDS PRINT RUNS.

4. POTEETE ASKED HOW SUBSCRIBERS TO AI COULD BE REACHED IN ORDER TO ASK THEM FOR SUGGESTIONS ON IMPROVING THE PUBLICATION, I.E., COULD SOYUZPECHAT PROVIDE AI WITH LIST OF SUBSCRIBERS. BARASHENKO FIRST REPLIED THAT HE ONLY HAD NAMES OF SUBSCRIBERS IN MOSCOW WHILE SUBSCRIPTION LISTS FOR OTHER AREAS WERE AVAILABLE AT REGIONAL SOYUZPECHAT OFFICES. WHEN POTEETE REQUESTED MOSCOW LIST, BARASHENKO QUICKLY CONFERRED WITH PROKUDINA AND SAID ADDRESSES OF SUBSCRIBERS ARE HELD IN LOCAL POST OFFICES AND IN ORDER TO COMPILE LIST IT WOULD BE NECESSARY TO CONTACT 600 POST OFFICES IN MOSCOW ALONE.

5. EMBOFF ASKED WHERE INFORMATION WAS AVAILABLE ON KIOSKS WHICH DISTRIBUTED AI OUTSIDE MOSCOW. BARASHENKO REPLIED THAT WE HAD DISCUSSED THIS PREVIOUSLY, AND THAT THIS INFORMATION ONLY AVAILABLE IN LOCAL SOYUZPECHAT OFFICES. EMBOFF SAID WE HAD BEEN UNABLE TO OBTAIN KIOSK LISTS FOR ANY CITY BUT MOSCOW. SINCE EMBASSY OCCASIONALLY RECEIVES QUESTIONS FROM US ABOUT AI DISTRIBUTION IN USSR, FULLEST INFORMATION ON PROPER DISTRIBUTION WOULD HELP DISPEL SUSPICIONS THAT MAGAZINES ARE NOT REACHING SOVIET PEOPLE. BOROSHENKO REPLIED THAT DURING RECENT VISIT TO US HE HAD FAILED TO FIND SOVIET LIFE ON SALE ANYWHERE IN WASHINGTON, PHILADELPHIA OR NEW YORK. EMBOFF ASKED IF BARASHENKO HAD CONTACTED US DISTRIBUTION AGENTS AND HE ADMITTED HE HAD NOT. EMBOFF ALSO NOTED THAT OVER 50 PERCENT OF SOVIET LIFE COPIES ARE SOLD BY SUBSCRIPTION IN THE US. BARASHENKO CONCLUDED THIS TOPIC BY SAYING THAT WITH 34,000 KIOSKS IT IS IMPOSSIBLE TO PROVIDE COMPLETE DATA ON WHERE AI IS SOLD.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 MOSCOW 11629 231354Z

6. POTEETE RETURNED TO THE SUBJECT OF CONTACTING AI READERS AND BARASHENKO SUGGESTED THAT A QUESTIONNAIRE BE ENCLOSED IN EACH COPY OF A FUTURE ISSUE. POTEETE WAS ASSURED THAT OTHER MAGAZINES HAVE DONE THIS AND THERE IS NO LAW AGAINST IT. AI EDITOR ASKED IF IT WOULD BE POSSIBLE TO ENCLOSE PRE-PAID RETURN ENVELOPES FOR THE QUESTIONNAIRES OR IF SOYUZPECHAT WOULD BE WILLING TO MAIL OUT THE QUESTIONNAIRES. BARASHENKO FIRST SUGGESTED THE

REPLIES BE SENT COD TO THE AMERICAN EMBASSY AND CONCLUDED THE DISCUSSION BY SAYING IF READERS WISHED TO RESPOND THEY WOULD BE WILLING TO SPEND SIX KOPECKS FOR A STAMP.

7. BARASHENKO AND PROKUDINA RAISED PROBLEM OF AI DELIVERY TO USSR. THEY SAID SOYUZPECHAT IS RECEIVING NUMEROUS COMPLAINTS FROM READERS AND KIOSK DISTRIBUTORS AND ALL THE LETTERS MUST BE ANSWERED. EMBOFF SAID WE HAD BEEN NOTIFIED JULY 16 THAT CUSTOMS HAD RECEIVED NO. 235 BUT UNFORTUNATELY ONLY AN ESTIMATED 8,000 COPIES HAD ARRIVED. SOYUZPECHAT OFFICIALS WERE REQUESTED TO QUERY CUSTOMS AS WAS EMBASSY IN ATTEMPT TO DETERMINE WHEREABOUTS OF REMAINING AI COPIES.

8. MEETING CONCLUDED WITH POTEETE EXTENDING INVITATION TO VISIT AI OFFICES DURING BARASHENKO NEXT VISIT TO US. MATLOCK

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MEETINGS, NEWSPAPERS
Control Number: n/a
Copy: SINGLE
Draft Date: 23 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: ShawDG
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MOSCOW11629
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760285-0094
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760728/aaaaaylv.tel
Line Count: 132
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 MOSCOW 5402
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 05 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 MAY 2004 by ElyME>; APPROVED <02 SEP 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SOYUZPECHAT DIRECTOR DISCUSSES AMERIKA
TAGS: APUB, SOPN, UR, US, (POTEETE), (BARASHENKO)
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006